SOFTWARE & PLATFORMS

While the software and platforms industry drives a more efficient, interconnected market, CEOs are looking to raise their ambition and lead in sustainability and security. Protecting the world's data, using it responsibly, and doing so in a climate-friendly manner will define whether the software and platforms industry can continue to deliver the outsized returns it has generated over the last two decades.
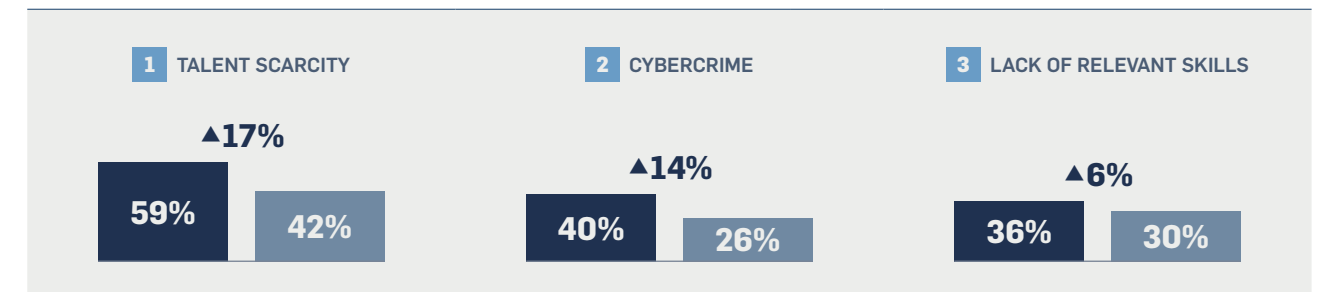
"Companies' ability to train and upskill employees in the newest technology skills — such as coding for AI and robotic process automation — ensures employee retention, as well as employer attractiveness."

Rohit Kapoor, Vice Chairman & CEO of EXL

THE MOST PRESSING CHALLENGES

■ SOFTWARE & PLATFORMS   ■ CROSS INDUSTRY

1 TALENT SCARCITY	**2** CYBERCRIME	**3** LACK OF RELEVANT SKILLS
▲17%	▲14%	▲6%
59% 42%	40% 26%	36% 30%

CURRENT LANDSCAPE

TOP RESILIENCE ACTIONS FOR SOFTWARE & PLATFORMS CEOS

77% of CEOs are digitizing business processes

73% of CEOs are upskilling or reskilling their workforce for the future labor market

68% of CEOs are engaging in long-term strategic partnerships

With the global pandemic forcing the world online, industry CEOs are experiencing significant growth as economies become increasingly reliant on digital infrastructure. Core to meeting this demand is a skilled, productive workforce. However, high competition for talent – compounded by a lack of skilled employees to meet this demand – has severely impacted the software and platforms industry. CEOs are, therefore, focusing on upskilling their workforce on topics such as AI, machine learning, and computer vision skills, to ensure that they have the right set of skills to address upcoming needs. To scale their impact and minimize their footprint, CEOs in software and platforms are engaging in strategic partnerships with their upstream and downstream value chain partners to tackle their scope 3 emissions. Leaders see this as core to their decarbonization strategy.

WHERE IS THE INDUSTRY GOING?

TOP SUSTAINABILITY PRIORITIES FOR SOFTWARE & PLATFORMS CEOS

70% of CEOs are investing in skills development

64% of CEOs are advancing digital transformation

61% of CEOs are enhancing diversity and inclusion

While the software and platforms industry remains in near-constant evolution, a few trends are certain: the green transition is underway, big data will continue to get bigger, and demand for software-based efficiencies will only grow. As CEOs develop their strategies, sustainability sits at the center of leaders' approaches. Those furthest along are integrating sustainability directly into their business models – whether by developing tools to better manage carbon footprints, transitioning to green hardware and efficient data centers, or adopting energy-efficient cloud systems. As pressures continue to mount on the infrastructure deployed by the software and platforms industry through the adoption of artificial intelligence, the internet of things, blockchain, and the metaverse, these sustainable evolutions will transform the industry to be more resilient through limiting dependency on volatile energy markets.

TRANSFORMATIVE INNOVATIONS

Cloud computing and data architecture	71%
Cloud-native cybersecurity	63%
Data integration across value chain partners	56%
Digital tools for management of sustainability data	54%
Low-carbon data centers	40%

■ HIGH IMPACT   ■ MODERATE IMPACT   ■ LOW IMPACT   ■ NO IMPACT